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**"Where's Jubes" Opens in Downtown St. Pete This Week  
Australian-Born Restaurateur, Josh Cameron Opens Fifth Tampa Bay Restaurant, a  
Namesake Concept Honoring His Homeland**

**Tampa Bay, FLA (May 31st, 2022)** – Replacing the former Lucky Dill location on the corner of Central Ave N and 3rd Street N. Owner, [Josh Cameron \(Jubes\)](#) is opening his 5th Tampa Bay restaurant this Thursday.

The supply chain put a little dent in the grand opening plan, as the beer hops are on a ship at the Port of Los Angeles, so the brand is opening in 3 phases. Phase One is opening with local craft beer & craft cocktails, Phase Two is a formal grand opening introducing the Aussie-inspired beers brewed by Cameron, and Phase Three will introduce food service.

**Why's it called Where's Jubes?**

[Josh Cameron Interview](#)

Cameron's childhood nickname is "Jubes" and combined with his demanding schedule managing multiple restaurants and a family make him somewhat elusive leading many to ask: where's Jubes? It is also a play on Where's Waldo according to Cameron.

[Family Photos](#)

His family of 5 is open to coming into studio dressed in Aussie attire if you want to add some cuteness and wholesomeness to the interview.

His wife (Adrianna Cameron), whom he met in St. Petersburg at one of his restaurants, can speak to the branding & how incorporating his childhood and favorite memories from Australia into the brand makes it so special, and maybe what it's like balancing raising two toddlers and operating 5 restaurants.

**The Branding + Interior**

Cameron selected PJ Callaghan, a fourth generation commercial and industrial construction company to take on the project of restoring the hundred year old building while bringing his vision of an Australian brew pub to life. The sixteen hundred square foot pub features a large center bar, industrial steel, four brew tanks, and extensive outdoor lounge seating. "It's a modern, industrial buildout but with the warmth of Boston's Cheers" says Cameron. "At Crafty Hospitality, our culture is customer-first. Warm hospitality and a feeling of familiarity for our guests is what we're aiming for."

[Logos](#)

[Graphics](#)

[Interior Photography](#)

## **Aussie Inspired Craft Beer Names & Their Stories**

### **Cocklebiddy Porter**

ABV: 5.3%

Hops: East Kent Golding

Color: Dark, deep ruby

On the nose: Caramel, toffee, and chocolate

Taste: Smooth, medium body with a lingering malty finish

*About Cocklebiddy:* No one actually knows what Cocklebiddy means, but it's famous for being home to the longest cave in the world - over 6km long, although 90% of it is under water. A very typical Aussie outback joke, the Nullarbor Links Golf Course is the world's longest golf course with the first hole in Ceduna, South Australia and the 18th hole 1365 km away at Kalgoorlie." Surrounded by mallee scrub, the observatory has studied the birdlife of the area for decades and has recorded over 230 different species including rare migratory birds like red-necked stints and ruddy turnstones which travel over 10,000 km from Siberia.

### **Booti Booti Brut IPA**

ABV: 6.2% | Hops: Galaxy, Amarillo, Citra.

Color: Pale Gold with slight haze.

On the nose: Tropical and citrus with a light fruit salad. Taste: Very dry, drier than my ex wife, but not as bitter

*About Booti Booti:* Booti Booti is a national park in New South Wales, Australia, 282 kilometres, by road, north-north-east of Sydney. The holiday town of Forster-Tuncurry lies immediately to the north. It gets its name from Buti But, the local Worimi Aboriginal word meaning "plenty of honey". 654 species of native plants make up Booti Booti National Park, and 17% of the park is classified as rainforest. Park go-ers enjoy hiking, swimming, birdwatching, and in the winter - whale watching.

### **Pleasure Point Light Pale Ale**

ABV: 3.5%

Hops: Cascade, Amarillo

Color: Pale with a slight haze

On the nose: Good body with a touch of complete malt

Taste: Citrus, tropical, and floral notes with a light, pleasurable finish

*About Pleasure Point:* Pleasure Point is a small suburb, in south-western Sydney, in the state of New South Wales, Australia. Pleasure Point is 27 km south west of the Sydney central business district, in the local government area of the City Of Liverpool. Pleasure Point is a geographical formation on the southern bank of the [Georges River](#) which lends its name to the suburb. The only adjacent suburbs are [Voyager Point](#), [Sandy Point](#) and [Holsworthy](#). [East Hills](#) and [Picnic Point](#) are located on the opposite bank of the Georges River. The suburb has been around for more than 30 years.

## **Shag Point Pale Ale**

ABV: 4.8%

Hops: Motueka

Color: Sparkling with a light haze, pale

On the nose: Intense citrus and tropical fruit

Taste: Well balanced, crisp, clean, and refreshing

*About Shag Point:* Shag Point is in Central of South Australia on the Southern Ocean. It is in the local government area of 'Streaky Bay'. The 'Streaky Bay' local government area is classified as a 'District Council'. For thousands of years, the area around Streaky Bay has been inhabited by the Wirangu people.

## **Crackeback Wheat**

ABV: 5.0%

Hops: Pacific Jade, Cascade

Color: Pale

On the nose: Light Malt, fruit dominant

Taste: Light and crisp

*About Crackeback:* Called the “snowy mountains”, it’s a small New South Wales Rural Location within the local government area of Snowy Monaro Regional, it is located approximately 378kms from the capital Sydney covering an area of 84.542 square kilometers. The Crackeback Range is located within [Kosciuszko National Park](#) and the outskirts of the Thredbo River Valley between [Jindabyne](#) and [Thredbo](#).

## **Bong Bong IPA**

ABV: 6.0%

Hops: Mosaic, Citra

Color: White and hazy

On the nose: Citrus, juicy fruit, tropical, and delicious

Taste: Full, rich, and juicy

*About Bong Bong:* Bong Bong was a small township in the [Southern Highlands](#) in [New South Wales, Australia](#). It is also the name for the surrounding parish. All that remains now is the Church, called Christ Church. In the Christ Church cemetery is buried the Australian explorer Joseph Wild. A railway station known as *Bong Bong* opened on the Main South railway line in 1878, closing in 1913.

### **Barangaroo Pilsner**

ABV: 5.0%

Hops: Mandarinina Bavaria

Color: Sparkling, clear, pale

On the nose: Light citrus, delicate malt

Taste: Well balanced, crisp, clean and refreshing

*About Barangaroo:* Barangaroo is an area of central Sydney, New South Wales, Australia. It is located on the north-western edge of the Sydney central business district and the southern end of the Sydney Harbour Bridge. Used by indigenous Australians prior to colonization, Barangaroo was the second wife of Bennelong, who was interlocutor between the Aboriginal people and the early British colonists in New South Wales. The city is in redevelopment, adding a cultural space, hotel, and casino.

### **Spanker Knob Pacific Pale Ale**

ABV: 4.5%

Hops: Galaxy

Color: Pale with a light bright haze

On the nose: Passionfruit with a citrus tropical overtone

Taste: Light, balanced crips, clean and refreshing

*About Spanker Knob:* The etymology of this hill's marvelously dodgy name isn't definitive. But the theory is that it came from the enjoyably high quality of the drive past it a spanker of a run". Spanker Knob is a mountain located near the South Pacific Ocean within the [State Forest](#) in the southeast of Victoria. Spanker Knob is at an altitude of about 285m above sea level.

### [Wonglepong Light Lager](#)

ABV: 4.4%

Hops: Mandarina Bavaria, Saaz

Color: Pale and clear

On the nose: Light Mandarin and Citrus

Taste: Clean and crisp, a traditional lager

*About Wonglepong:* Wonglepong is a rural locality in the Scenic Rim Region, Queensland, Australia. In the 2016 census Wonglepong had a population of 341 people. Wonglepong straddles a valley upstream from where Canungra Creek joins the [Albert River](#). Development is centered along Beaudesert Nerang Road which passes through the lowest elevations. In the east the slopes of the valley rise sharply towards the [Tamborine Mountain](#) plateau. The name *Wonglepong* was the name of the local railway station name from 1927 (previously known as Sarah Vale). *Wonglepong* is believed to be an Aboriginal name possibly meaning either *forgotten sound* or referring to some feature of [Mount Tamborine](#).

### **Koolanooka Red Lager**

ABV: 4.2%

Hops: Centennial

Color: Light ruby red

On the nose: Citrus, toffee, and caramel

Taste: Smooth, medium body with lingering malty finish

*About Koolanooka:* Koolanooka is a small town in the [MidWest](#) region of [Western Australia](#). It is situated between [Morawa](#) and [Perenjori](#) just off the Mullewa-Wubin road. At the [2006 census](#), Koolanooka had a population of 46. The town takes its name from the nearby Koolanooka Spring. The word is Aboriginal in origin and means *place of plenty wild turkeys*.

### [Iron Knob West Coast IPA](#)

ABV: 6.4%

Hops: Chinook, Citra, Simcoe

Color: Pale light copper

On the nose: Citrus, grapefruit, and ripe tropical fruit

Taste: Light body with intense lingering bitterness.

*About Iron Knob:* Iron Knob is a town in the Australian state of South Australia on the Eyre Peninsula immediately south of the Eyre Highway. It is a historic iron ore mining town calling itself the 'Birthplace of Australia's Steel Industry'. Prior to the arrival of Europeans this harsh desert area was sparsely populated by the Banggarla Aboriginal people. The Visitor Centre includes a Mining Museum which has old mining equipment and a large selection of mineral specimens, taken from the mines in the area.

## **Cocktails**

### **Fashionably Late**

Poor Mans Pappy, Penfolds Tawny Port, Bogarts Bitter, Applewood Smoke, Maple Syrup

### **Zip Zip: Espresso Martini**

Cocoa Nib Infused Wheatley Vodka, Mr. Black Coffee Infused Aussie Vodka, Espresso, Sugar Cane Syrup

### **Eucalyptus Gimlet**

Bombay Sapphire Gin, Eucalyptus Honey, Lemon Juice, Absinth Rinse, Orange Bitters

### **Budgie Smugler**

Mayfly Gin, Strawberry Liqueur, Muddled Strawberries, Lemon Juice, Basil Syrup

### **La Chica De Oro**

Del Maguey Vida Hencho Mezcal, Corazon Blanco, Pineapple & Grapefruit Juice, Agave Syrup

### **Sticky Wicket**

Wheatley Vodka, Melon & Elderflower Liqueur, Pineapple & Cranberry Juice

## **Location**

Where's Jubes is located in the heart of downtown on the corner of Central Ave N and 3rd Street N. With extensive outdoor seating and plans for garage-style doors bringing the inside out, it's the perfect location for a pint.

**CRAFTY HOSPITALITY:** Crafty Hospitality owns & operates 'The Oyster Bar' - one of the longest-serving restaurants in downtown St. Petersburg, 'A Mano' a restaurant featuring old-world Italian cuisine, the 'Crafty Squirrel' a high volume sports bar and nightclub, 'Our Bar' a local pub, and 'Where's Jubes', an Australian Brewpub. Warm hospitality and a feeling of familiarity for our guests is Crafty Hospitality's main focus.

**WHERE'S JUBES:** Where's Jubes is an Australian Brewpub located at 277 Central Ave, St. Petersburg, FL 33701. [www.wheresjubes.com](http://www.wheresjubes.com) | Socials: @wheresjubes

**EVOLVE & CO:** Evolve & Co is a full-service advertising agency located in downtown St. Petersburg, Florida. The company is a collective of brand strategists and creatives, specializing in the lifestyle vertical. The firm is located at 475 Central Avenue Suite M7, St. Petersburg, Florida 33701. [www.evolveandco.com](http://www.evolveandco.com) | Socials: @evolveandco | 727-490-9835

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